



2020 JUMPS INDUSTRY REPORT & OUTLOOK

CHAIRMAN'S INDUSTRY REPORT

2020 has been a significant year for all of our valued supporters.

The Australian Jumps Racing Association achieved a considerable number of important projects this season, all of which strengthen the jumps racing industry as a whole.

This industry report leads with our most significant achievement - Racing Victoria's successful trial of the 'One Fit' Hurdle. A scientifically proven obstacle which has contributed to considerable reduction in the faller rate and superficial injuries in horses across the U.K since 2012 will be arriving in Victoria & South Australia for the 2021 jumps season. This new initiative will assist in improving equine welfare efforts & also reduction of costs associated with jumps racing.

This year has also highlighted a milestone for the recognition of the longevity of the jumps horse. By manually collecting data we have a greater understanding of our horses & careers post racing. To date, we have discovered that 95% of jumps horses who retire, 75% compete in equestrian sports, 2% are living lives for equine therapy and 18 % remain paddock companions. These traceability efforts will continue as part of our responsibility to our industry.

Field sizes are stable with record numbers in trials across a rolling average in 2019-2020. The continuation of the tracks being a soft 5 has made considerable improvements in safety initiatives and the wagering turnover has increased by 33%. Our investment in a wagering strategy will continue to strengthen during the 2021 season.

The increase in participation in ownership and race day attendance will be a major focus for the future with the development of the Regional Jumps Racing Trail. Supported by Country Racing Victoria, we would like to thank all the participants who have supplied us with a support for this initiative in preparation for the return of race day crowds.

Looking to the future, we all hope to see you at the launch of the 2021 season which will open at the Warrnambool Racing Club. Encouraging you to experience their newly renovated Matilda Room, this will also be the location of our 2021 awards evening. Hosted on the Sunday evening of the 2021 Jericho Cup.

On behalf of the AJRA committee, we would like to congratulate the racing industry as a whole for the outstanding efforts we have all done to ensure racing has continued during a significant & memorable year for our economy and our community.

Warmest Regards



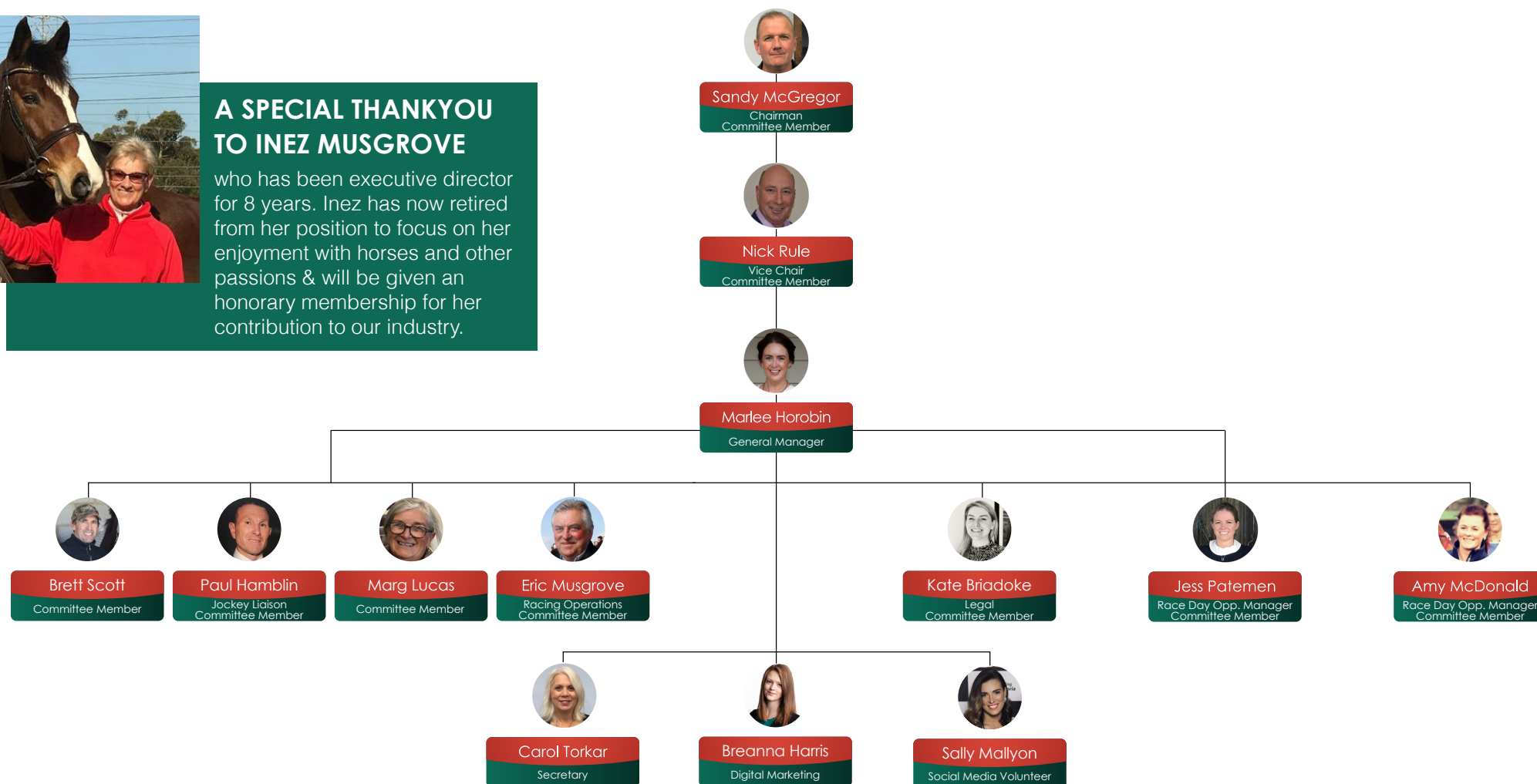
Sandy McGregor
Chairman

2020 ORGANISATION CHART



A SPECIAL THANKYOU TO INEZ MUSGROVE

who has been executive director for 8 years. Inez has now retired from her position to focus on her enjoyment with horses and other passions & will be given an honorary membership for her contribution to our industry.



Industry Appointments

Josh Grimwood, Racing Victoria
Bill Wilde, Australian Trainers Association
Lee Horner, Jockey Representative

The AJRA have appointed a part time General Manager to report to the committee working directly under the Chair and Vice Chair with a major focus of the business operations of the organisation. We have a core focus on succession planning as part of our organisation strategy. We would like to thank our committee members and volunteers, all of whom donate their time in supporting Racing Victoria's governance of jumps racing.

KEY DRIVERS FOR JUMPS RACING

LONGEVITY



Retired jumps horses are some of the most sought after thoroughbreds for performance. This has been identified through surveys, a traceability pilot program & content creation strategy that will lead to a strong foundation complementing Racing Victoria's equine welfare strategy.

Situation Outlook

INCREASE IN JOCKEY PARTICIPATION



A successful participation welfare program in early 2020 showcased 95% participation rate of jockeys being a part of the Lucinda Green jockey training program. Along with the recruitment of a jockey coach. In 2021 this program requires a year round focus, COVID-19 has induced a sharp slowdown and Racing Victoria's assistance for 2021 is requested

Situation Outlook

OPERATIONS & LOGISTICS



Ecycle Solutions continues to be the major supporter of vehicles to reduce logistic costs and to improve convenience. Ezyfix steeples have proven an improvement in faller rate and the implementation of the new One Fit hurdles, after a successful trial will be implemented in 2021.

Situation Outlook

INCREASING FIELD SIZES



Strategies continue to evolve and improve to increase the supply of horses for jumping races. Working to improve the horse pool who school, qualify and race in jumps races.

Situation Outlook

Positive Neutral

Key Drivers + Participants + Owners = Increased field sizes

DEMAND FOR RETIRED JUMPS HORSES

80% jumps trainers have identified that jumps horses are easier to rehome due to the time invested in their schooling and education. 95% of jumps horses transition immediately to equestrian demonstrating their suitability, desire and demand for life after racing.



Situation Outlook

THE WAGERING LANDSCAPE

COVID-19 has generally increased wagering across the board. Awareness & demand for education in wagering for jumps racing has increased. AJRA would like to incorporate a strategy into our value proposition to add value to the industry.



Situation Outlook

EQUINE WELFARE INITIATIVES

Equine welfare is a core focus, success of the Racing Victoria trial of the BHA approved 'One Fit hurdle' will arrive for the 2021 Victoria season. Performance reviews & improvements equine welfare will continue. Trails of the One Fit in the U.K have reduced the rate of superficial injuries of horses in hurdle racing considerably and in turn we are confident that these results will be seen in Victorian jumps racing.



Situation Outlook

PARTICIPATION & ENGAGEMENT

Continuation of the \$10k bonus incentive for trainers & owners for their first jumps win. Promotion of Jumps as a natural progression from a flat racing career. Ongoing safety enhancements to build perception of safety.



Situation Outlook

A photograph of a horse and jockey jumping a hurdle. The jockey is wearing a red and white checkered shirt and a red helmet. The horse is brown and is in mid-jump over a hurdle. The background is a green field with trees.

EQUINE WELFARE IMPROVEMENTS

POSITIVE RESULTS FROM ONE FIT 2020 TRIAL

OH&S IMPROVEMENTS FOR ON COURSE PARTICIPANTS.

Through the assembly process and weight of the hurdles, two people can comfortably move and assemble One Fit Hurdles. This improves participant welfare standards on course.

WORLD CLASS, BHA APPROVED HURDLES.

Approved by the British Horse Authority and used in over 13 courses in the U.K. The 'One Fit' design is a modified hurdle frame with a custom fitting closed-cell foam pad replacing the traditional birch.

EQUINE WELFARE IMPROVEMENTS.

Successful trials of the ONE FIT in the U.K have proven a considerable reduction in superficial injuries in horses. During 2021, implementation and educating participants about the One Fit, we are confident will assist in improving equine welfare efforts.

HORSE TECHNIQUE IMPROVEMENTS.

The technique of the horse in motion over the jump improves noticeably when trialling the two different hurdles at speed, resulting in improvement in safety measures and an improved perception of the sport.

SUSTAINABILITY EFFORTS

On the completion of implementation of the One Fit hurdles, current hurdles will be distributed amongst industry participants for further use.

Discover how the
OneFit in the U.K
are made



“Thankyou to Racing Victoria for their contribution to the successful trial.”

*“The hurdles performing under race conditions in my opinion are the **worlds best hurdle, personally the best hurdle I have ever ridden over.**”*

Steve Pateman - Champion Jumps Jockey

Testimonials and further information



“All the riders seem very positive about them; the horses jump them well, they are a lot lighter construction than the previous hurdles which means less downtime to horses. Since the inception in England the fall rate has decreased significantly.”

– **Eric Musgrove, Trainer**



“The one fit hurdles will be a wonderful addition to Australian Jumps Racing. The horses measure and jump them well. Seem to have more respect for the obstacle and get them jumping off their hocks.”

– **Amy McDonald, Trainer**



“The horses will go slower, more so on deep heavy ground as they will try their best to jump these rather than cheat them when tired.”

– **Lee Horner, Jockey**



“The new ‘One Fit’ hurdles are much safer than the current hurdles used.”

– **Tom Ryan, Irish Jumps Jockey**



“Under normal racing conditions, the horses will respect the jumps more.”

– **Will Gordon, English Jumps Jockey**



“Horses will go slower because the new hurdles present bigger.”

– **Steve Pateman, Champion Jumps Jockey and Trainer**



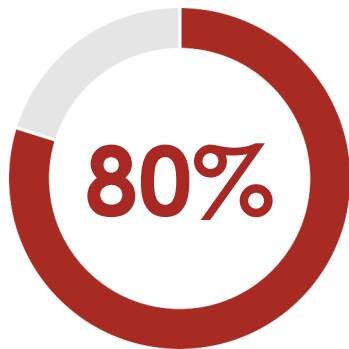
LIFE AFTER JUMPS RACING

With the increase of field sizes, it is the responsibility of the AJRA to raise awareness for the retired jumps horse. Our value proposition includes.

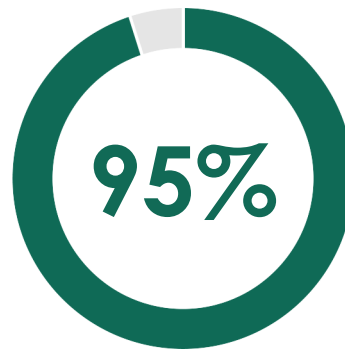
LONGEVITY

12+

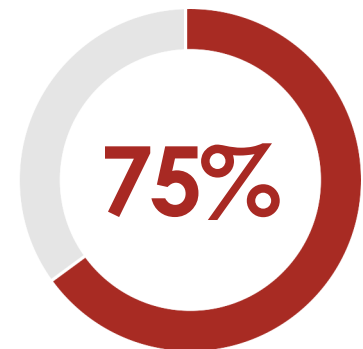
A jumps horse can race for up to 12 years before retiring. This alone is a vast improvement on longevity. This counts to half of the average lifespan of the horse. Data collection and continual study of focus groups continues.



OF TRAINERS HAVE GROWN UP AROUND HORSES. THIS HIGHLIGHTS THEIR HORSEMANSHIP SKILLS, WHICH ARE A MAIN CONTRIBUTING FACTOR TO THE SUCCESSFUL RE-HOMING RATE OF RETIRED JUMPS HORSES.



OF RETIRED JUMPS HORSES TRANSITION EASIER INTO EQUESTRIAN PERFORMANCE DUE TO EXTENSIVE EDUCATION, AGE & TEMPERAMENT. ONLY 5% OF RETIRED JUMPS HORSES ARE REQUIRED TO HAVE MORE RETRAINING.



OF RETIRED JUMPS HORSES HAVE BEEN FOUND COMPETING IN EQUESTRIAN, 2% AS PART OF EQUINE THERAPY ORGANISATIONS & 23% AS PADDOCK COMPANIONS.



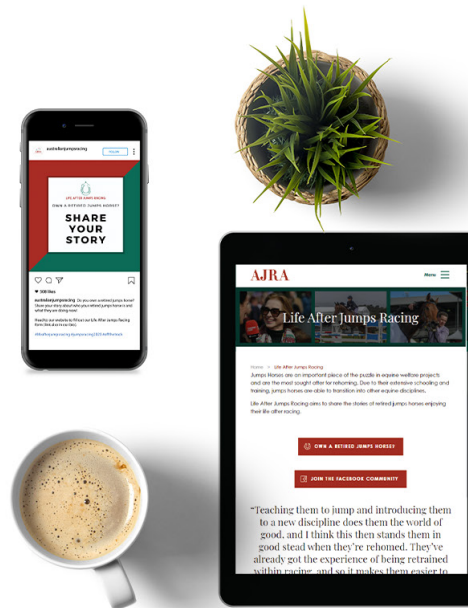
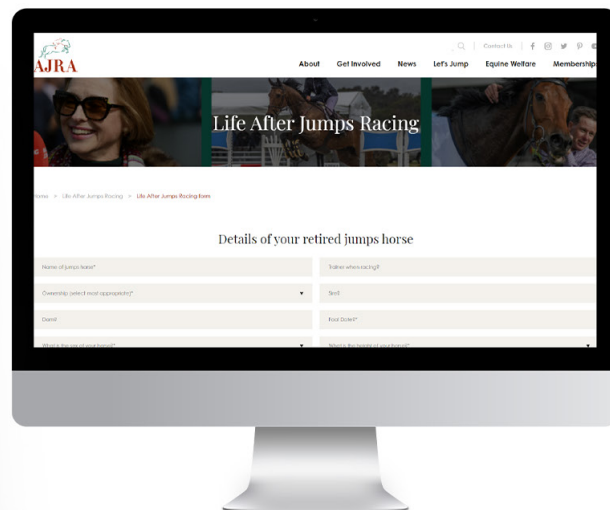
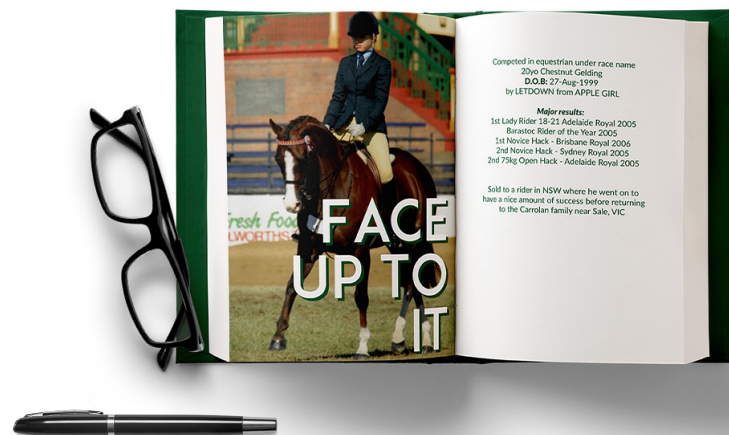
RETIREMENT FARMS

are currently being researched in regional areas for jumps horses who are not suitable for second careers in equestrian.

LIFE AFTER JUMPS RACING FRAMEWORK

DIGITAL SNAPSHOT - CONTENT IS KING!

It is industry responsibility to collect the stories & communicate them.

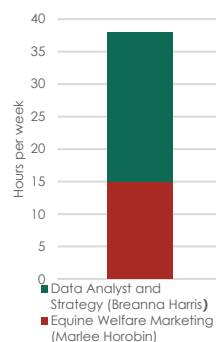


Deep Connection with the equestrian industry as horse people builds community.

BRAND 3-YEAR ACTIVATION

The jumps fraternity are passionate and caring horse people. They treat horses with the greatest care and attention.

– Bob Charley Racing Hall of Fame Chairman



On average the AJRA team spend 15-20 hours per week promoting the longevity of jumps horses and collecting data

Current private investment counts to \$30,000 per annum.

OUR STRATEGY & ANNUAL FINANCIAL INVESTMENT

TRACEABILITY PROJECT	<ul style="list-style-type: none"> Invest in digital spend to understand location of retired jumps horses.
DATA COLLECTION	<ul style="list-style-type: none"> Data analysis. Reading & understanding the data.
CONTENT CREATION	<ul style="list-style-type: none"> Investing in resource funnel to create content . Build a strong library of horses & stories.
BUILDING COMMUNITY	<ul style="list-style-type: none"> Finding champions to advocate. Build an equestrian database. Invest in brand awareness campaigns.
EDUCATION	<ul style="list-style-type: none"> Educating the benefits of a jumps horse for retirement.

For any media enquiries contact Marlee Horobin marlee@australianjumpsracing.com 0418991303

THE FACTS

Core messages

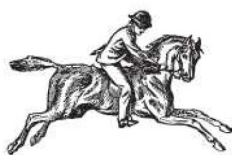
- Generally better temperament as staying bred.
- Older more experienced horses.
- The fact that they have had considerable amount of jumps schooling and other life experience i.e hacking out, cross country schooling, beach rides, riding in the bush, dressage work etc.
- Having a long jumps campaign over a number of years allows versatility as generally they have learnt more and with age, more sensible.
- Minimum race is 2 mile so a jumps horse has done more work than average horse.
- Can generally be trained for other disciplines because of their more relaxed attitudes and can be fairly agile and willing to please.
- Once a horse has had a jumping prep they soon learn to concentrate better.
- Being fit can be perfect candidates for performance.

THE RESEARCH



80% OF TRAINERS HAVE GROWN UP AROUND HORSES

Being a part of pony club, equestrian disciplines, breaking in horses or farming. Jumps trainers are experienced horse people.



95% OF HORSES TRANSITION IMMEDIATELY INTO PERFORMANCE

Due to the amount of schooling and experience, jumps horses generally are rehomed directly to new owner.

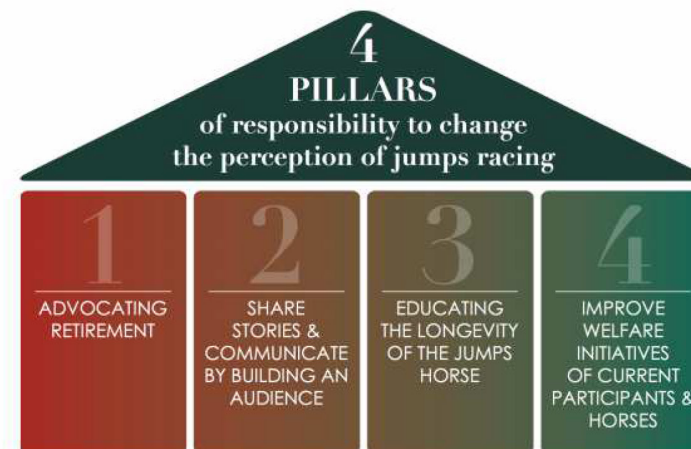


JUMPS HORSES ARE THE MOST SOUGHT AFTER FOR LIFE AFTER RACING

An ideal candidate for rehoming due to the amount of work invested in them before retirement.

OUR PURPOSE

Content is king



CHANGING PERCEPTION TAKES TIME



THE NEXT GENERATION

Focus on opportunity areas in the equestrian market by targeting specific groups who are focused on the thoroughbred for equestrian.



WORKING WITH RACING VICTORIA

Working with our governing body to promote and fit in within their equine welfare goals and strategies.



WORKING WITH MEDIA, CLUBS & PARTICIPANTS

Continuing to collect, harness and promote the data to the public about how sought after jumps horses are.

GAI WATERHOUSE

II

Teaching them to jump and introducing them to a new discipline does them the world of good, and I think this then stands them in good stead when they're rehomed. They've already got the experience of being retrained within racing, and so it makes them easier to retrain when they leave the industry and adopt a new career.

MICHELLE PAYNE

II

90% of the time jumps horses are easy to rehome. Horses are incredible creatures. Who allow us to do so much if we have their trust. It is important to find each horse's strength and which discipline suits them best.



PARTICIPANT WELFARE

Racing Victoria & South Australian Racing implement a jumps review panel to improve equine & participant welfare.

The function of the Jumps Review Panel is, among other things, to provide clear direction regarding matters that the Panel may take into account when considering the qualification of horses to race in jumps races.

The Jumps Review Panel take the following points into account when qualifying a horse;

- Competitiveness;
- Jumping ability;
- Placing in trial;
- Fitness to race over long distances;
- Overall performance and condition.

In 2019 & 2020 a jockey coach & jockey training programs were implemented to improve experience & ability.

- A Rider Skills Coach is engaged by RV to provide hands-on coaching and training to riders; review rides and falls; provide feedback and reports to the Jumps Review Panel. The Rider Skills Coach will be required to attend trials and races throughout the season.
- In 2020 a successful two day program was implemented. Its purpose is to consolidate the skills of the current team of Jumps Jockeys thereby addressing the “fall rate” & potential for incident. To serve as an opportunity for riders to school over various obstacles and at various speeds; thereby increasing their skill before, during and after landing over obstacles.



REGIONAL TOURISM JUMPS RACING TRAIL

brought to you by



&





During the Victorian & SA winter, 15 regional race tracks and 1 metropolitan race track come alive with racegoers who want to experience what jumps racing is all about.

Vision & Value Proposition



Our Vision:

To guide you back through the idyllic country towns who host jumps racing through communication & engagement.

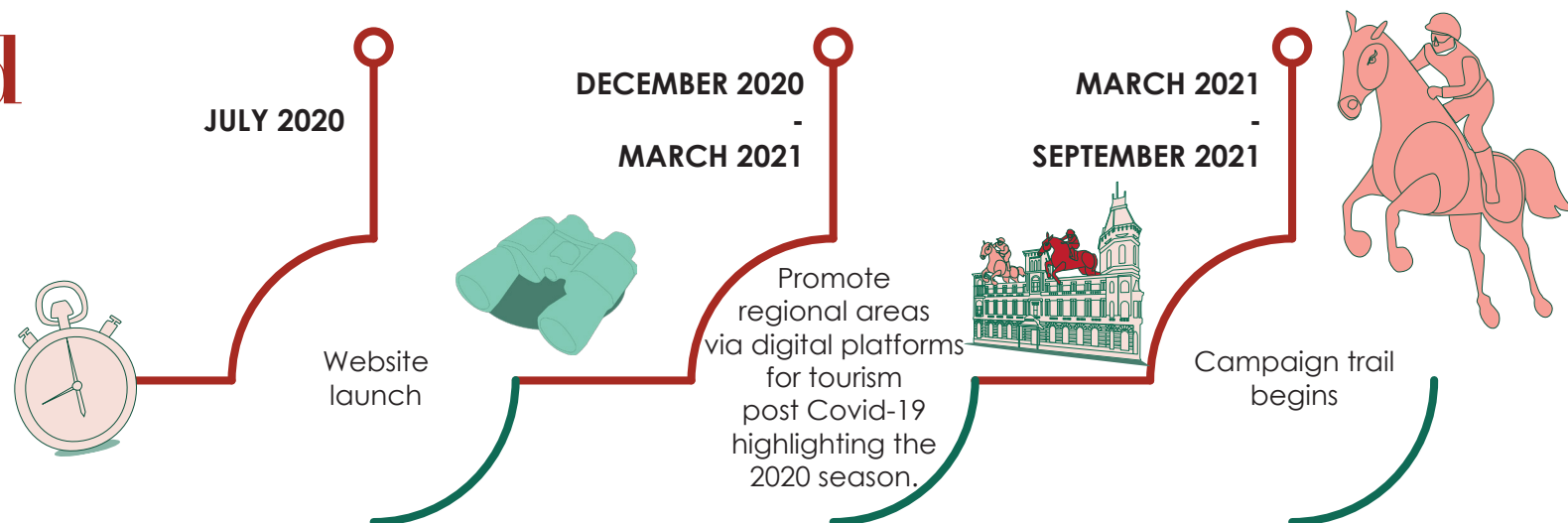
Our Goal:

- To encourage tourism and overnight visitors
- Increase per person expenditure in hosting towns.
- Create opportunity for additional regional events engaging the local community

Our Value Proposition:

- We account for more than a quarter of Victoria & South Australian trainers & provide thousands of jobs across the two states.
- We are a key player in the bigger picture of THOROUGHBRED RACING, which contribute \$3.1 BILLION IN VALUE adding to our ECONOMY.
- We have a focus on the next generation of racing and are continuing to evolve to improve & educate about the longevity of the racehorse.
- 80% of our trainers have grown up around horses and have deep connections with the equestrian community.
- Post Covid-19 - Regional Tourism is an important contribution to the road map for recovery in Victoria. Jumps Racing wishes to be a contributing stakeholder.

Traction and validation/ roadmap



Messages of support

The western district is home to many horse people who enjoy the races to watch proper racing. These towns should be highlighted and the tourism trail will be a good initiative to engage the country people & bring the Melbourne race goes out of the city.

Sandy McGregor, chairman of the AJRA

An excellent initiative to support Warrnambool's direction of making jumps racing a highlight of the racing calendar. Jumps Racing over the winter months is an asset to regional areas across the state of Victoria.

Nick Rule, Chairman of Warrnambool Racing Club

Known to be the oldest steeplechase in Australia it has the potential with the new regional jumps racing trial to attract people to the area not only on race day but all year round.

Rod Neeson, Chairman of Coleraine Racing Club

This initiative will increase domestic tourism and increase regional spending in Victoria, I commend the AJRA for bringing this application on behalf of the community and offer strong support.

Dan Tehan - Member for Wannon

Oakbank Racing Club is the spiritual home of jumps racing in South Australia and its feature day Easter Saturday featuring the Great Eastern Steeplechase remains South Australia's most attended raceday. We are in full support of this new initiative for the benefit of jumps racing which we hope will bring even more spectators to our historic Easter Carnival Oakbank Week every year.

Arabella Branson - Chairperson of Oakbank Racing Club

Jumps racing has experienced a real resurgence and is thriving right across country Victoria. The jumps racing trail is a great opportunity to open these regional communities to much needed tourism and economic benefits.

CRV Chairman Lance McMillan



www.regionaltourismjumpsracingtrail.com





CONCLUSION

Jumps racing as a community is required to be a part of the shift in overall perception of racing as an entire sport. The change of perception of jumps racing has been continuing to improve to a positive outlook. 2021 the AJRA can provide assurance of continuing to build trust amongst participants.

We would like to thank Racing Victoria, stakeholders and participants for a safe and successful jumps season in the face of challenges Covid-19 presented.

The AJRA looks forward to assisting RV to continue to improve jumps racing and equine welfare over the next 12 months.

POSITIVE FEEDBACK ON INDUSTRY INITIATIVES

REGIONAL VALUE

"Jumps racing has experienced a real resurgence and is thriving right across country Victoria. The jumps racing trail is a great opportunity to open these regional communities to much needed tourism and economic benefits"

CRV Chairman Lance McMillan

INDUSTRY ENGAGEMENT

AJRA is committed to increasing crowds at jumps races by creating broader interest in the sport through industry engagement. The jumps racing trail initiative will increase domestic tourism and encourage spending in regional victoria. I commend the AJRA for bringing this application on behalf of the local community and am pleased to offer my strong support.

Dan Tehan - Electorate of Wannon

LIFE AFTER JUMPS RACING

"Teaching them to jump and introducing them to a new discipline does them the world of good, and I think this then stands them in good stead when they're rehomed. They've already got the experience of being retrained within racing, and so it makes them easier to retrain when they leave the industry and adopt a new career."

Gai Waterhouse

EQUINE WELFARE

"Our equine welfare team will work with the jumps community to ensure its approach to 'life after racing' compliments the programs and initiatives outlined in our three-year equine welfare action plan announced in mid-2019."

Jennifer Hughes - Equine Welfare Manager

PARTICIPANT WELFARE

Jockeys responded well to Lucinda's teaching, they stayed around till the end of each day (which ran overtime due to postinstruction groups discussions). Her feedback and communication style was sensational. Her resources from Yogi Breisner were well utilised and she plans to build on that next year too. Lucinda is keen to go forward with helping them to improve. The boys have seen her and will go wanting to learn and keen, Lucinda will be in a position to give more, will come back"

Jamie Murray, Jockey Coach

WAGERING

The jumps racing season has had to navigate the COVID-10 pandemic but through innovation and perseverance has triumphed. Despite the enormous challenges, AJRA has delivered a series of racedays that have engaged large audiences and will galvanise the sport and its fan base for years to come.

Matt Welsh - Racing.com Form Analyst



COLERAINE RACING CLUB

"HOME OF THE GREAT WESTERN STEEPLECHASE SINCE 1858"

PO Box 135 COLERAINE VIC 3315

Phone: 0458 756 242 Email: e.guthrie@countryracing.com

Web: www.countryracing.com/coleraine

Tuesday 7th July 2020

To Whom It May Concern,

The Coleraine Racing Club is a loyal supporter of the Australian Jumps Racing Program and our iconic jumps race day in August every year is a highlight of the country racing calendar.

Known to be the oldest steeplechase in Australia it has the potential with the new regional jumps racing trial to attract people to the area not only on race day but all year round.

This in turn raises awareness towards tourism for Coleraine and surrounding areas and will help increase the attraction of the race day as a key contributor to the country racing calendar.

We look forward to adding value to the regional jumps racing trail and supporting our local area for tourism and are in full support of this initiative.

Regards

Rod Neeson

Rod Neeson
Chairman

Elle Guthrie

Elle Guthrie
Club CEO.



To Whom It May Concern

Oakbank Racing Club is proud to support the Australian Jumps Racing Association's Regional Jumps Racing Trail.

With the cancellation of the 2020 jumps season in South Australia due to COVID-19 this is a fabulous opportunity to encourage visitors back to our region to attend our new Christmas Twilight race meeting on December 23rd this year, and then our clubs iconic Easter Carnival Oakbank Week in late March 2021.

We look forward to working with the Australian Jumps Racing Association to encourage support from other organisations, businesses and individuals in the Adelaide hills area to help incentivise and grow this program further.

Best Regards

A handwritten signature in blue ink, appearing to read "Arabella Branson".

Arabella Branson

Chairperson Oakbank Racing Club



July 15, 2020

Marlee Horobin
Digital Marketing & Communications
Australian Jumps Racing Association
400 Epsom Rd
Flemington Vic 3031

Dear Marlee,

Congratulations on the initiative of the Regional Tourism Jumps Racing Trail - the Ballarat Turf Club is certainly pleased to be able to support the initiative.

The Ballarat Turf Club supports Jumps Racing via the staging of a number of jumps races each season culminating with the feature Grand National Steeplechase as the Grand Final of the Season in August. We see great value in creating a trail that both celebrates the long history of jumps racing while also encouraging regional travel and the injection of tourism dollars across the state post Covid 19.

We are all working through very uncertain times currently as a result of the Coronavirus Pandemic and initiatives such as this will be key to promoting jumps racing and encouraging raceday attendance with a direct spin off to local tourism into 2021 and beyond.

We wish you well for your applications to seek funding to support this initiative and look forward to our continued relationship with the AJRA to showcase Jumps Racing.

Kind regards

Belinda Glass
Chief Executive Officer

Ballarat Turf Club

P.O. Box 125, Miners Rest Victoria 3352

T: (03) 5334 6273

F: (03) 5338 1821

E: info@ballaratturfclub.com.au

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ABN 77 055 227 709

Proudly supported by





WARRNAMBOOL RACING CLUB INC

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E: warrnambool@countryracing.com.au

www.warrnamboolracing.com.au

15th July 2020

To whom it may concern,

The Warrnambool Racing Club (WRC) works closely with the Australian Jumps Racing Association (AJRA) to foster and develop jumps racing. Jumps racing is an integral part of the Warrnambool racing district and community. The May Racing Carnival has grown into a significant regional event of the back of its involvement and support of jumps racing.

The regional jumps racing trail is a concept that the WRC believes in and supports. Showcasing regional cities and townships while using jumps racing as the vehicle to reinvigorate local tourism post COVID-19 is great initiative.

The WRC looks forward to being part of the trail and benefiting from the work being undertaken by the AJRA and its fellow jumps clubs.

Your Sincerely

Tom O'Connor
Chief Executive Officer

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July 16, 2020

Marlee Horobin
Digital & Marketing Communications
AJRA
400 Epsom Road, Flemington

Dear Marlee,

The Pakenham Racing Club has a long and proud history in support of jumps racing in Victoria. Most recently with the addition of the Mosstrooper Steeplechase & Brendan Drechsler Hurdle, we have seen the level of jump racing profile increase at our venue, so it's a logical extension to support your great new tourism-focused concept with the Regional Tourism Jumps Racing Trail.

With the ongoing support of Sandy McGregors, Chris Tangey and yourself, we are confident the concept will be another step forward in the positive focus you are sharing with jump racing in the state, and our region is rich in jumps history, making us a natural inclusion in your plans.

Good luck with this venture and we stand ready to offer our support once you are ready to roll this out across all Victorian regions.

Kind regards



Wade Calderwood
GM Commercial & Racing
PAKENHAM RACING CLUB



10 July 2020

Marlee Horobin
Digital & Marketing Communications
Australian Jumping Racing Association (AJRA)
400 Epsom Road
Flemington, VIC 3031

Via email: marlee@australianjumpsracing.com

To Whom It May Concern

I write to lend my strong support to the Australian Jumping Racing Association (AJRA) in their application for funding under the Victorian Racing Industry Fund.

AJRA is committed to increasing crowds at jumps races by creating a broader interest in the sport through industry engagement. They engage a passionate equine community including trainers, jockeys, owners, members and stakeholders and aim to increase the amount of horses involved and improve the quality of horsemanship skills and equine welfare, before, during and after jumps racing.

AJRA are seeking funding to support their new venture in regional tourism, the Regional Tourism Jumps racing Trail. The trail will link and showcase each town who hosts a jump racing meeting and highlight local attractions of these towns.

This initiative will increase domestic tourism and encourage spending in regional Victoria. I commend the AJRA for bringing this application on behalf of the local community and am pleased to offer my strong support.

I wish AJRA every success and look forward to following the development of the trail especially in parts of my electorate of Wannon.

Your sincerely

Dan Tehan MP
Member for Wannon

Ruf dt:lm



**Racing
Victoria**



Jason Webster
Program Manager
Office of Racing
Level 5, 121 Exhibition Street,
Melbourne, Vic, 3000

4th August 2020

Subject: AJRA Regional Tourism Jumps Trail Race Day Attraction Submission

Dear Jason

On behalf of Racing Victoria and Country Racing Victoria we are pleased to provide this letter of support to the Australian Jumps Racing Association for their application to the Race Day Attraction Program for the Regional Tourism Jumps Trail to be conducted throughout the duration of the 2021 jumps racing season.

The Regional Jumps Racing Trail - Is an initiative which embodies winter racing and tourism in regional areas of Victoria and South Australia. It fits into the strategy of attracting race goers to the races, as the goal of the trail is to provide information to people about each town and the attractions that will accompany the race day.

Due to the COVID-19 restrictions, this is subject to attendance at the races being permitted at the time and ensuring that the Club is adhering to the relevant protocols set in place by the Victorian State Government and Racing Victoria.

CRV have a very close working with the Australian Jumps Racing Association and will provide assistance and financial support to ensure the campaign is conducted successfully. CRV's financial contribution will be approximately \$6,000. This funding will assist with the production of marketing materials for online along with a media schedule for digital marketing.

Please accept this correspondence as Country Racing Victoria's full support for this funding application and as an indication of the importance of this campaign to the Australian Jumps Racing Association.

Yours sincerely

Carly Dixon
EGM Stakeholder, Customer and Corporate Affairs
Racing Victoria

Scott Whiteman
Chief Executive Officer
Country Racing Victoria

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10 REASONS TO SUPPORT JUMPS RACING

1. The Jumps Racing Industry, account for more than a quarter of Victoria & South Australian trainers, providing thousands of jobs across the two states.
2. At the races, experience regional hospitality which enhances employment opportunities and the liveability of regional communities. Almost 63% of racing employees, volunteers and participants reside in regional Victoria.
3. Racing has world class equine welfare standards and practices. In late 2019, Racing Victoria announced a \$25million equine welfare plan dedicated to the welfare of Victorian thoroughbred and post-racing wellbeing.
4. 95% of our jumps trainers say that it is an easy transition to re-home a jumps horse because of the horse's life experience.
5. Jumps Racing provides a source for some of the most educated and sought after horses post retirement from the track. You are supporting a second career for a racehorse & a 3rd career in retirement.
6. You are contributing to the opportunity for a thoroughbred to continue racing up until the age of 12 years before retiring. This alone is a vast improvement on longevity, counting to half of the average lifespan of the horse.
7. 80% of jumps trainers have grown up around horses. This leads to exceptional horsemanship and skills which we need to nurture into the next generation of equine & racing enthusiasts.
8. Horse Racing is in the top 10 of the most watched sports in the country. By supporting a club with sponsorship, you will be showcased to thousands of viewers with both national and international audiences.
9. With your help as a member or supporting organisation you are contributing to a non for profit.
10. Your support allows us to implement ongoing improvements for our participants in Jumps Racing. The successful trial of the One Fit' hurdles will be implemented for the 2021 season. Continual improvements will be made for the benefit of our people & our horses.

SUPPORT JUMPS RACING BY BECOMING A MEMBER

As a non for profit, we look forward to your support in preparation for the 2021 season.

By purchasing a 2021 membership, **10% of your membership fee** will contribute to jumps racing equine welfare initiatives.

Gifted with a collectors edition membership badge you will be a part of a community of passionate race goers who are eager to get back to the races.

We will be working with clubs on new initiatives prior to the 2021 season.

To sign up visit
www.australianjumpsracing.com

